



PTO/SB/08A (10-01)

Approved for use through 10/31/2002. OMB 0851-0031

U. S. Patent and Trademark Office: U. S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)				Complete If Known	
				Application Number	10/677,418
				Filing Date	October 2, 2003
				First Named Inventor	Zhibin Lei
				Art Unit	2662 2152
				Examiner Name	KIZOU, Hassan - Hussain
Sheet	1	of	1	Attorney Docket Number	64032/P006US/10303189

U. S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
	AA	US-20020198009	12-26-2002	Komsi et al.	

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ³
		Country Code ⁴ -Number ⁴ -Kind Code ⁵ (if known)				
/TH/	BA	CN 1350753	05-22-2002	Nokia Mobile Phones Ltd.		
/TH/	BB	EP 1271970	01-02-2003	Siemens		

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Applicant's unique citation designation number (optional). ² See attached Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the application number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
/TH/	CA	International Search Report issued for PCT/CN2004/001126, dated January 6, 2005.	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Applicant's unique citation designation number (optional). ² Applicant is to place a check mark here if English language Translation is attached.

Examiner Signature	/Tauqir Hussain/	Date Considered	07/24/2007
-----------------------	------------------	--------------------	------------

25500857.1



PTO/SB/08A (10-01)

Approved for use through 10/31/2002. OMB 0851-0031

U. S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Complete if Known			
		Application Number	10/677,418		
		Filing Date	October 2, 2003		
		First Named Inventor	Zhibin Lei		
		Art Unit	2684 2152		
		Examiner Name	Not Yet Assigned Hussain		
Sheet	1	of	2	Attorney Docket Number	64032/P006US/10303189

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
/TH/	AA	US-5,946,646	Aug. 31, 1999	Schena et al.	
/TH/	AB	US-6,067,529	May 23, 2000	Ray et al.	
/TH/	AC	US-6,078,896	Jun. 20, 2000	Kaehler et al.	
/TH/	AD	US-6,119,101	Sep. 12, 2000	Peckover	
/TH/	AE	US-6,122,501	Sep. 19, 2000	Gallant	
/TH/	AF	US-6,157,946	Dec. 05, 2000	Itakura et al.	
/TH/	AG	US-6,208,387	Mar. 27, 2001	Magnusson et al.	
/TH/	AH	US-6,324,519	Nov. 27, 2001	Eldering	
/TH/	AI	US-6,332,127	Dec. 18, 2001	Bandera et al.	
/TH/	AJ	US-6,356,893	Mar. 12, 2002	Itakura et al.	
/TH/	AK	US-6,484,148	Nov. 19, 2002	Boyd	
/TH/	AL	US-6,506,046	Jan. 14, 2003	Luo	
/TH/	AM	US-6,584,323	Jun. 24, 2003	Son	
/TH/	AN	US-6,584,613	Jun. 24, 2003	Dunn et al.	

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ³
		Country Code ³ -Number ⁴ -Kind Code ⁵ (if known)				

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant

¹ Applicant's unique citation designation number (optional). ² See attached Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the application number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

NON PATENT LITERATURE DOCUMENTS					
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc), date, page(s), volume-issue number(s), publisher, city and/or country where published.			T ²
/TH/	CA	RIORDAN, Teresa, "Patents; Combing the Web for data on consumers that will let companies aim aids most effectively", New York Times, Business/Financial Desk, December 7, 1998, Obtained from, www.nytimes.com/librabry/tech/98/12biztech/articles/07/patents.html , 1 page.			
/TH/	CB	CHETHAM, Andrew, "Endure An Ad, Make A Free Call", Wireless Week, November 15, 1999, 2 pages.			
/TH/	CC	PASTORE, Michael, "Is That an Ad in Your Pocket?", Advertising on mobile devices could be e-marketing's next big thing. Obtained from, http://adres.internet.com/feature/article/0,1401,8961_299991,00.html , 4 pages.			
/TH/	CD	"Otis To Join Forces With IBM And Next Generation Network To Provide Internet-Based Information In Elevators", Webpage Article, December 07, 1999, Obtained from, http://utc.com/press/realeses/1999-12-07.htm , 2 pages.			
/TH/	CE	BLAIR, Jayson, "Turning Pixels Into Panache" New York Times, Metropolitan Desk, February 17, 2000, 3 pages.			
/TH/	CF	"Faster fast food: Drive-through without stopping" January 28, 2000, obtained from, www.cnn.com/2000/FOOD/news/01/28/fast.food.reut , 1 page.			

	/Tauqir Hussain/	Date Considered	07/24/2007
--	------------------	--------------------	------------

25405235.1

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>				Complete if Known	
				Application Number	10/677,418
				Filing Date	October 2, 2003
				First Named Inventor	Zhibin Lei
				Art Unit	2684-2152
				Examiner Name	Not Yet Assigned Hussain
Sheet	2	of	2	Attorney Docket Number	64032/P006US/10303189

/TH/	CG	"World Theatre, Inc. Teams Up with IBM to Revolutionize Out of Home Advertising and Press Forward to Create a New "On-Demand Marketplace". December 31, 1999, webpage obtained from, http://www.businesswire.com . 1 page.	
------	----	--	--

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹Applicant's unique citation designation number (optional). ²Applicant is to place a check mark here if English language Translation is attached.

	/Tauqir Hussain/	Date Considered	07/24/2007
--	------------------	-----------------	------------